Building Customer Loyalty in Destination: A Case Study in Pelangi Island Jakarta

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Abstract

This dissertation aims to investigate the level of tourist's destination loyalty and satisfaction towards Pelangi Island. In addition, this study aims to reveal whether there is an influence between brand equity, tourist satisfaction, and decision making on customer loyalty. The results of this study are expected to be useful for managers in planning the development of appropriate tourism development strategies to increase customer loyalty. The research method used quantitative methods using a data collection tool in the form of an online survey questionnaire. In this study, the samples are people who like traveling especially to Thousand Islands, specifically Pelangi Island. The sampling technique used by the author to collect data is non-probability sampling with snowball sampling method and it has obtained 181 respondents. The data obtained were then analysed in form of tables, charts, and graphs. To conclude the study, the author presented the main findings based on the data that has been analysed. Some ideas were also recommended concerning developing the island's brand and product offering.

I. Introduction

The business scheme of a tourism service company is to create visitor satisfaction, with the hope that satisfied tourists will be loyal, so that they can contribute to sustainable company profits in the long term. Many studies prove that the higher the level of satisfaction, the greater the loyalty of tourists visiting the destination (Management & Management, 2006; Mohamad & Ab Ghani, 2014; Yoon & Uysal, 2005b). It is indirectly correlated with the company's profit level, when visitors are satisfied, they will repurchase the products offered by the company. But on the other hand, if the level of satisfaction felt by visitors is low, then there is a possibility that the visitor will switch to competitor services. Satisfaction has been a central subject of tourist revisit intention or repeating tourist. Further, it is one of the main success factors of destination regarding its important role in tourist mind to choose destination and thereby to probably take a decision to return (Mat-Som & Bader-Badarneh, 2011).

The main problem that occurs in the tourism industry currently is the low intention or desire of tourists to visit again (revisit intention) to a tourist attraction. The issue of revisit intention is important to raise because when viewed from an economic point of view, studies on repeat visitations are very important for the tourism business (Pratminingsih, 2014; Raza et al., 2012). Attracting tourists who have visited is much cheaper than new tourists. It costs

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up to six times less to retain a customer than to attract a new one (Weaver & Lawton, 2002). This indication is reinforced by the results of research conducted by Darnell & Johnson (2001) and Jayarman (2010) which concluded that many tourist destinations relies seriously on repeat visitor (Puad et al., 2012).

Likewise, research conducted by Jang and Feng (2007) and found that re-visit of tourists can increase the income of a destination and can reduce destination marketing costs, because revisiting tourists can act as intermediaries to market destinations by conveying information voluntarily, they also introduce products and services to their friends (Çelik, 2019). This research is reinforced by Reichheild and Sasser (1990) in (Murray & Kline, 2005) that a 5% increase in tourist return visits will increase 25-25% of company revenue.

The problem of low intention to return to the same destination also occurs in the Pelangi Island, one of the islands in Thousand Islands Jakarta. Basically, Thousand Islands consist of several islands in the north part of Jakarta. The nearest island can be reached by boats 30 minutes away from marina harbour and the most distance is in 2 hours away. For Pelangi island itself, it can be reached in 90 minutes from the marina. Based on the author's personal experience who had been there for 6 months, most tourists stated that they had no intention of visiting again. The findings of this analysis are very worrying because the preliminary data may indicate a tendency for fewer tourists to visit. The author has a small analysis and survey by asking the tourist about their impression. Mostly they said that they do not want to revisit Pelangi Island for a different reason (overpriced, fewer facilities, etc). There are several things that affect revisit intention, including promotions, prices, products, facilities, images, and services experienced by tourists when they first visit (Julaimi & Talib, 2016).

This condition should not be tolerated, especially since the Thousand Islands has been determined by the government to be one of the priority tourist destinations of the 10 priority tourist destinations in Indonesia which are often referred to as the 10 "New Bali" destinations. It is hoped that the Pelangi Island will become a favourite holiday destination for people, not only domestic tourists, but also foreign tourists. Therefore, stakeholders and managers of tourist attractions on Pelangi Island need to make strategies to increase their revisit intention.

II. Review of Literature

2.1 Brand

The definition of a brand in marketing is very diverse. According to Kotler and Gertner (2004), a brand is defined as "name, term, sign, symbol, or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition. Brands can strengthen a person's trust in certain products, arouse certain emotions, and become one that influences or encourages someone to behave in a particular way, for example in decision to buy something or not. To construct a brand, the development of functional and symbolic attributes is critical which must take into account both managerial and consumer expectations.

2.2 Destination Branding

Associated with a brand of tourist destination, Blain (2005) stated that: (1) A brand can be a name, symbol, logo, words, or other graphics that can identify and distinguish one destination from others, (2) which is consistently able to convey expectations from a unique visiting experience relating to destinations, (3) which are capable of consolidating and reinforcing the emotional bond between tourists and destinations, (4) which are able to reduce the cost of seeking information and the risks that may be suffered..

2.3 Brand Equity

According to Aaker (1991) in (Chieng and Lee, 2011) defined brand equity as "a set of brand assets and liabilities linked to a brand, its name, and symbol". Bel (2006) defined brand equity as "the incremental utility and value-added to a product by its brand name". Therefore, brand equity depends on the number or value of assets (equity) and how much value has been added to the product associated with the name and the symbol associated with it. This is because the brand can increase or decrease the value from the original value produced in the product, depending on the consumer feedback on the product. Furthermore, Chieng and Lee (2011) stated that brand equity is more concerned with consumer perceptions than with objective indicators of a product or service. According to Chieng and Lee (2011) brand equity consists of four dimensions, namely: (a) brand awareness, (b) brand association, (c) perceived quality, and (d) brand loyalty.

2.4 Customer-Based Brand Equity as a Method for Measuring Tourist Destination Brand Equity

The importance of measuring the brand equity of a tourist destination from a costumer perspective is very useful in at least two ways, namely as a guideline in tourist destination marketing strategies and tactics. The second benefit helps policymakers in making tourist destination development decisions (Keller, 1993). Deesomsak et al., (2014) stated that measuring the performance of brand equity can be done by measuring CBBE (consumer-based brand equity). CBBE is a concept introduced by Aaker and Keller (Keller, 1993). CBBE is the difference in the effect of consumers in responding to the marketing of a particular product brand. A brand whether has positive (or negative) CBBE when consumers react positively (or negatively) to the marketing mix of a brand (García Reyes, 2013).

2.5 Destination Brand Awarness

The ability of potential customers to recognize or recall that a brand belongs to a specific product category is referred to as brand awareness. The brand awareness encompasses a spectrum ranging from apprehension about a brand to the belief that the brand is the only one in the category of product. (Stephens Balakrishnan et al., 2011). Another definition of brand awareness is stated by Keller (2009) namely "the ability of consumers to identify a brand in a certain category before making a purchase". In term of tourist destination, Huh (2006) asserted huh. Chi (2009), concluded that the emergence of brand awareness of a destination which is confirmed by the quality perceived by tourists will have a positive effect on the brand equity of the tourist destination concerned.

2.6 Destination Brand Image

The perception of a brand as seen through the brand association that is embedded in consumer memories is referred to as brand image (Keller, 2009). Another definition of a brand image stated by Boo et al., (2009) is the perception of a brand or something associated with it that consumers get from a product or service that is embedded in their minds. Brand image is an important component of customer satisfaction. For a product or service to satisfy consumers, the image must be trusted, professional, innovative, have a positive impact on consumers, and give prestige to its users. A good product or service image has a positive effect on satisfaction and leads to consumer loyalty.

2.7 Destination Brand Association

Brand association is any mental relationship associated with a brand that may involve product or service attributes, consumer benefits, lifestyle, product and service classes, competitors, and country of origin of the product or service (Keller, 2009). Associations do

not only exist but have a level of strength that can influence the process and recall of information, provide differentiation, provide reasons for buying, and create positive feelings and attitudes towards certain products or services. The brand association can be divided into three categories: attributes, benefits, and attitudes (Keller, 1993).

2.8 Destination Brand Perceived Quality

The consumer's perception of the overall quality or superiority of a product or service in comparison to others is defined as perceived quality (Keller, 2009). The quality of a product/service itself is defined as a market evaluation of a product/service that has been consumed. Saveri and Ling (2013) defined the quality of a product or service as a general assessment made by consumers regarding the superiority of a product.

2.9 Destination Brand Loyalty

Brand loyalty is the key component of brand equity, which is an indicator of customer loyalty to a product or service brand (Tong & Hawley, 2009). Measuring tourist loyalty to tourist destinations is not an easy job but can be approached using attitudinal and behavioural measurements (Minar & Safitri, 2017). Loyalty to a tourist destination brand is considered the foundation of its brand equity because brand equity will be valuable as long as tourists are willing to pay the price offered and it means that loyalty to the destination will be maintained. Loyalty consists of behavioural and attitudinal components. Behavioural loyalty is marked by the purchase of a tour package to a destination that is repeated, while attitudinal loyalty is characterized by a positive attitude towards tourist destinations which is reflected in opinions and recommends the product in question to others (O. Martin, 2000).

2.10 Consumer Behavior

Consumer Behaviour is an activity or process related to how and why a customer chooses, buys, and uses a product or service to fulfil their desires or needs. Mansah (2016) defined consumer behaviour as the study of processes involved when individuals or groups choose, buy, use, or manage products, services, ideas, or experiences to satisfy consumer needs and wants. Consumer behaviour is very important in marketing management because it can help marketers to understand what underlies their customers to choose and use their products or why customers choose products that match their products. In general, the study of the mechanisms by which individuals or organizations make purchasing decisions to meet needs is known as customer behaviour. Purchasing behaviour can vary depending on internal factors such as income, demographics, social, and culture, as well as external factors such as the environment around consumers (Boo et al., 2009).

2.11 The Decision-Making Process for Plainning Tourists to Visit

The behaviour of tourists has now become an important part of the tourist destination marketing strategy. Choosing, buying, and consuming tourism products including tourist destinations involves a set of psychological processes and individual and environmental influences that marketers must pay attention to (Kozak & Decrop, 2009). In general, according to Kozak & Decrop (2009), the decision-making process as a tourist behaviour in traveling activities can be classified into three stages: pre-purchase, consumption, & post-consumption.

2.12 Tourist Satisfaction

A company's primary aim is to produce satisfied consumers. Consumer satisfaction can have many advantages, including a harmonious relationship between businesses, a strong base for repurchasing and building customer loyalty, and establishing a recommendation

(word of mouth) that is beneficial for the organization (Khuong, 2017). Moreover, the maximum customer value can be made only if positive influence of marketing and individual environment association does exist (Kusumadewi, 2019). The quality of products that are in great demand by consumers can be seen from several factors including packaging, price, quality, and benefits obtained by consumers (Romdonny, 2019).

2.13 Travel Experience

Travel experience began to develop into a major issue as a research topic in the 1960s (Uriely, 2005:199). It became increasingly popular in social science literature in the 1970s (Quan and Wang, 2004:297). Researchers started using experience-based analysis methods in the 1990s to get a greater understanding of the travel experience (Jennings, 2005:81). There are several studies on travel experience showing the influence between travel experience and destination loyalty. Among them such as Kozak and Rimmington, (2000) said if tourists who are satisfied with the experience obtained tend to share their positive travel experience with others and can make repeated visits.

2.14 Customer Loyalty

In general, loyalty is defined as a customer's commitment to subscribe or re-purchase selected products/services consistently (Widjaja et al., 2019). In the study of tourism marketing, the loyalty in question is a re-visit to a tourist destination. A more specific definition of loyalty is a situation in which a consumer has a favorable outlook toward a brand, is committed to the brand, and plans to continue purchasing from the brand in the future. This means loyalty is always related to customer preferences and actual purchases (Minar & Safitri, 2017).

III. Research Methods

For the aim of this research, quantitative research is used to explore the relationship between variables (destination branding and customer loyalty), especially in Pelangi Island which is measured numerically and analysed using a range of statistical technique as well as require large number of respondents. The quantitative approach also aims to find how many characteristics there are in the main population, have characteristics such as those in the sample.

Hagan (2014) revealed that there are three types of procedures that can be used in quantitative research, namely experiments, surveys, and content analysis. In this study, the authors will use a survey method by distributing questionnaires to the sample as representative of the population.

The type of questionnaire used in this research is a closed questionnaire since the authors provided alternate answers to the respondents. Each research instrument must have a scale because it is used to make calculations in order to obtain correct quantitative results (Brace, 2004). One of the measurement scales used in this research is the Likert scale. The Likert scale was applied to allow respondents to assess their level of agreement with the statement. Most researchers, like many statistical tests, prefer the Likert scale because it can generate numerical data and analyse it statistically.

The target population in this study is an infinite population due to the number of unknown tourists and the lack of data on this subject. Since the population is difficult to access, the snowball sampling technique is used to obtain participants from other participants. In this study, the samples are people who like travelling especially to Thousand Islands, specifically Pelangi Island. The sampling technique used by the authors to collect data is a non-probability sampling with snowball sampling method. This method ensures that each

member of the community has a fair chance of being chosen. The number of samples to be taken is calculated using the Lemeshow formula because there is no data on the number of tourists visiting Thousand Island. Using the Lemeshow formula, it is known that the number of samples that must be obtained is at least 100 people.

IV. Discussion

4.1 Main Finding

First of all, in this section, the author will present answers from respondents regarding whether they have visited Pelangi Island before. Each answer (Yes / No) for the respondent will be followed by a different question. The result show that most of the respondents have never visited Pelangi Island with 93 respondents (51.7%) while those who have visited Pelangi Island were 87 respondents (48.3%).

4.2 Brand Equity

In terms of how respondents know about Pulau Pelangi, the study found that social media is the most common source of information, with 76 respondents (42%), followed by word of mouth (50, 28%). As a result, in addition to the social media marketing strategy, another factor to consider is the power of word of mouth. This supported the statement Yoon and Uysal (2005) reviewed in chapter 2 which explained that word of mouth recommendations is very important in tourism marketing because they are the most reliable and are one of the most sought-after sources of information by prospective tourists. The main finding is the product's familiarity is formed through the absorption of information from the external, such as advertisements and word of mouth, as well as from the internal, such as direct use of the product (Huh, 2006).

The finding also showed that there are differences regarding the brand of Pelangi Island when respondents are asked whether Pelangi Island is the first island that come to mind. For those who have visited Pelangi Island, majority of the respondents answered yes with 77%, and only 23% answered no. Meanwhile, for those who have never been to Pelangi Island, majority of the respondents answered no with 54% and answered yes with 46%. Consumers' familiarity with a brand is critical in determining whether a brand is being considered for purchase or not (Braimah & Tweneboah-Koduah, 2011).

a. Perception of Respondents who have Visited (n87)

Based on the findings of the previous analysis, 87 respondents (48.3%) had visited Pelangi Island. The respondent is then given a statement from the Brand Equity (Cognitive & Affective Image) variable and asked to rate how much they agree with it using a Likert Scale Question.

The result show that respondents answered with an average of 4.49 indicated that the respondent's answers were between the "Agree" & "Strongly Agree" options that Pelangi Island has a positive image in their mind. This supported the statement of Chi (2009) reviewed in chapter 2 which concluded that the emergence of brand awareness of a destination which is confirmed by the quality perceived by tourists will have a positive effect on the brand equity of the tourist destination concerned. Furthermore, when asked if Pelangi Island has a very beautiful beach & view, followed by the statement that Pelangi Island has natural tourist attraction respondent answered with an average of 4.60 and 4.66. A result of 4.60 and 4.66 equals to be in between the two categories "Agree" and "Strongly Agree". In line with the statement Huh (2006) reviewed in chapter 2 stated that destination awareness improves consumer perceptions towards product value & quality as it encourages consumers to associate brands to specific categories. This occurs because a product's strong brand is

ingrained in the customer's minds. The main finding is the emergence of an awareness of the brand of a destination which is confirmed by the quality perceived by tourists has a positive effect on the brand equity of the tourism destination.

There are three statements given to the respondents from the affective image variable, which includes the dimensions of brand image, brand association, and perceived quality. In the table above, the respondent's response to the dimensions of brand image with indicators of safety and comfort while on vacation in Pelangi Island with an average value of 4.41, which means the respondent agrees. Furthermore, from the dimension of the brand association with the Pelangi Island indicator staff provide excellent service, respondents answered with an average of 4.43. A good link with the literature review on this topic was the statement from Keller (2009) that brand association provide differentiation, provide reasons for buying, and create positive feelings and attitudes towards certain products or services (refer to excellent service).

b. Perception of Respondents who have never Visited (n93)

According to the results of the previous analysis, 93 respondents (51.7%) had never visited Pelangi Island. The respondent was then presented with a series of questions and statements from the Brand Equity (Cognitive & Affective Image) variable.

Q (Vertical): When you hear "Kepulauan Seribu". Is your first thought will be the Pelangi Island?
Q (Horizontal): Choose one of the islands that you would like to visit the most.

According to the result the majority of respondents who answered "no" chose Tidung Island (19 respondents) and Bidadari Island (13 respondents) as the places they most want to visit. Next, for the respondents who answered "yes", definitely the majority of the respondents choose Pelangi Island with 28 respondents. Thus, the Pelangi Island brand competes with Tidung & Bidadari Island. Therefore, the ability of consumers to identify a brand in a certain category before making a purchase

4.3 Tourist Satisfaction

This section will examine how satisfied respondents are with the services and experiences provided by Pelangi Island. The evaluation is based on the experience of the respondent who has visited Pelangi Island. Respondents were given a list of statements and asked to rate how much they agreed with each one.

The result showed the respondents were satisfied while on vacation to Pelangi Island is the highest average answered with 4.46 among all indicators. The remaining indicators which have the same average answered of 4.38, indicator vacation to Pelangi Island is the right choice and have a good experience during the vacation to Pelangi Island. All respondent mean scores are located between the option "Agree" and the option "Strongly Disagree". This is in line with what was conveyed by Yuksel (2010) who said that satisfaction can be measured with three aspects, (1) concerning whether or not visitors are pleased with their choice to visit a tourist destination, (2) the conviction that visiting a related destination is the best choice (3) the overall level of satisfaction during a visit to a tourist destination.

Crosstabulation result showed that the relation between affective image and tourist satisfaction dimension. When the respondents asked about whether they enjoyed Pelangi Island service & facilities and whether overall Pelangi Island has good facilities, surprisingly the result was on positive response. None of the answers were on the "disagree" and "strongly disagree" options. The main finding: A good product or service image has a positive effect on satisfaction and leads to consumer loyalty. These results were in accordance with

the results of research conducted by Çoban (2012) and San Martín (2008) which stated that there is a positive effect of cognitive & affective image on tourist satisfaction.

4.4 Decision Making

In terms of decision making, this section will investigate the extent to which Pelangi Island's brand strength influences the respondent's decision to visit. Respondents who have never visited Pelangi Island were asked this question. In terms of the respondent's belief in Pelangi Island being able to meet their expectations, the response of the respondent of the survey is interestingly the level is 4.30/5 which is situated between "Agree" & "Strongly Agree". Surprisingly the number of responses for the option "Strongly Disagree" was zero. From the responses to the question above the author can indicate that there has been a positive image of the Pelangi brand from the perspective of the respondents in terms of giving confidence.

Based on the results, it can be seen that the information they receive can influence their decision to visit Pelangi Island, with an average answer of 4.25, which falls between "Agree" and "Strongly Agree". Therefore, brand equity Pelangi Island has a positive impact in customer decision making.

4.5 Customer Loyalty

When respondents were asked whether they had any plans to visit Pelangi Island someday in the future, interestingly the majority of the respondents answered yes and majority of them in the option of "agree" and "strongly agree" to recommend it to others. Main Finding: By carrying out the positive word of mouth promotion, loyal customers can become an instrument in determining the destinations be visited by potential tourists (Susilowati, 2018).

V. Conclusion

Here the author concludes the main findings in detail below:

1. Pelangi Island has a positive image in the mind of tourists who have visited it and even those who have never visited it. Pelangi Island has a nice view & beach is an image that sticks to the mindset of tourists
2. The perception of tourists towards Pelangi Island tourism products is very positive as well as the experience gained by tourists has a positive result
3. Overall, visitors are pleased with the service they get. In this case, the information about Pelangi Island received by tourists is in accordance with the actual situation
4. Tourists are satisfied with their visit to Pelangi Island.
5. Tourists are proud of their visit to Pelangi Island, which motivates them to share their views, share knowledge, and recommend it to others. The findings suggest that they would like to return to Pelangi Island.
6. There are still some people who are unaware of the Pelangi Island brand. There are strategies to raise tourist's awareness, such as the need for continuity and the creation of logos or jingles.

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